



☎ **Phone: +232-33/34/74 - 500511**
✉ **Email: info@izzotech.sl**
📍 **Address: 30 Dodo Hills, Adonkia**

Job Title: Technology Marketing Lead

Background

Izzo Tech Limited is a technology and IT solutions service provider dedicated to helping businesses harness technology to improve efficiency, productivity, security, and profitability. We deliver innovative and reliable technology solutions tailored to the unique needs of our clients, combining technical expertise, quality service, and practical innovation to create lasting business value.

Job Summary

The Technology Marketing Lead is responsible for developing and executing marketing strategies that promote Izzo Tech's technology products and services, generate qualified leads, strengthen the company's brand, and drive revenue growth. The role requires a strong understanding of technology solutions, customer needs, digital marketing, and business development.

Key Responsibilities

Marketing Strategy

- Develop and implement marketing plans aligned with the company's business objectives.
- Identify new market opportunities and develop strategies to penetrate target industries.
- Conduct market research to understand customer needs, competitor activities, and emerging technology trends.
- Prepare annual marketing plans and budgets.

Business Development Support

- Generate qualified sales leads through various marketing channels.
- Push sales with targeted marketing campaigns and promotional materials.
- Organize product demonstrations, exhibitions, seminars, and customer engagement events.
- Build relationships with prospective and existing corporate clients.

Product Marketing

- Develop compelling value propositions for technology products and services.
- Create brochures, presentations, proposals, case studies, and product documentation.
- Coordinate successful product launches and promotional campaigns.
- Gather customer feedback to improve products and marketing strategies.

Digital Marketing

- Manage the company's website and social media handles.
- Execute digital marketing campaigns using email marketing, search engine optimization (SEO), search engine marketing (SEM), and online advertising.
- Produce engaging content including articles, newsletters, videos, and customer success stories.
- Monitor website traffic and campaign performance using analytics tools.

Brand Management

- Maintain a consistent corporate brand identity.
- Ensure all marketing materials meet company branding standards.
- Enhance brand visibility through strategic partnerships and public relations activities.

Customer Relationship Management

- Maintain customer databases and marketing records.
- Conduct customer satisfaction surveys.
- Implement customer retention and loyalty initiatives.
- Support after-sales marketing activities.

Reporting

- Prepare weekly and monthly marketing performance reports.
- Track key performance indicators (KPIs) including:
 - Lead generation
 - Customer acquisition
 - Campaign return on investment (ROI)
 - Website traffic & Social media engagement
 - Conversion rates
 - Brand awareness metrics

Qualifications

- Bachelor's degree in Marketing, Business Administration, Information Technology, Computer Science, Engineering, or a related field.
- Professional marketing certification is an advantage.
- Digital marketing certification is desirable.

Experience

- Minimum of **4 years' experience** in technology marketing or business development.
- Experience marketing ICT, telecommunications, cybersecurity, cloud services, renewable energy technology, IoT, software solutions, or engineering services.
- Proven experience marketing to corporate, government, and institutional clients.
- Demonstrated success in developing and executing marketing campaigns that generate measurable business results.

Required Skills

- Excellent communication and presentation skills.
- Strong proposal and business writing skills.
- Digital marketing expertise.
- Market research and analytical skills.
- Customer relationship management.
- Negotiation and networking abilities.
- Strategic thinking and problem-solving.
- Ability to work independently and collaboratively.
- Strong proficiency in Microsoft Office and CRM systems.

Personal Attributes

- Results-oriented and self-motivated.
- Creative and innovative thinker.
- High level of professionalism and integrity.
- Strong organizational and time-management abilities.
- Ability to work under pressure and meet deadlines.
- Passion for technology and continuous learning.